

Setting up a Listing in Seller Central Part 1

On your seller central dashboard, click on Inventory – Add a Product.

Click on the link 'Create a New Product Listing'

Under 'All Product Categories' select the main category for your product. Use the information you got earlier when you looked at the categories and sub-categories of the highest ranking products of the same type as yours. You want to copy these categories as closely as possible when you are listing your product.

Click on 'Select' when you have found the right category for your product.

As soon as you are redirected to the listing set up page, is to toggle to 'Advanced View'

On the 'vital Info' page, complete the fields as per the video lecture.

Do the same for 'Offer', 'Images' and 'Description'

Instructions for formatting your Description:

To create a paragraph, use the html `<p></p>` It's not necessary to do this for the first paragraph because there is nothing before it.

For example:

With 18 White Led and 2 Red Led, the headlamp has 4 different lighting modes, including the red flashing mode, which will effectively prevent you from getting run over by others.
No longer need to read next to a desk lamp, this wireless helmet light allows you read anywhere you like.
With two adjustable buckles, the maximum circumference of the headband is up to 21.6in/55cm, and the minimum is about 13.7in/35cm without stretching.

Would look like this:

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To create bolding for headlines, use the html `<b></b>`

For example:

Elastic and Durable Headband

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Elastic and Durable Headband